

# **COMPETITIVENESS AND BARRIERS OF SRILANKAN PAY TELEVISION INDUSTRY.**

**BY  
CHANDITH PALAWINNA**

**LIBRARY  
UNIVERSITY OF MORATUWA  
INOMTUWA**

**SUPERVISED BY  
Mr. KITHSIRI SAMARASINGHE**

This Dissertation was submitted to the Department of Management of Technology of University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.



**DEPARTMENT OF MANAGEMENT OF TECHNOLOGY  
• UNIVERSITY OF MORATUWA  
JANUARY 2009**

**9240 2**

## **Abstract**

Though the Pay TV business was lucrative, none of the Company's managed to reap much benefit due to various reasons. Compared with other countries in the South Asian region, the Sri Lankan Pay television industry lags way behind. When Comparing the GDP growth rate and the telecom infra structure development in Sri Lanka it is obvious the Pay Television industry is facing a crisis. In Sri Lanka a major negative factor for the Pay-TV industry is that there is no one regulatory or governing body to lead and to guide the sector. Even after ten years Pay television being introduced to Sri Lanka there has been no significant progress.

Finding the right path, the right methodology and supplying a life line to Pay Television industry will be the primary objective of this research. To achieve this objective research is subdivided in to following sub objectives.

1. Compare competitiveness and analyze their effectiveness of all Sri Lankan Pay TV operators.
2. Find out ways of improving customer satisfaction & provide recommendations to the Pay TV operators in Sri Lanka to be competitive in the market.
3. Come up with policies and strategies to promote Pay Television Industry and make it more viable business in Sri Lanka.

In this context this study will analyze the case of Sri Lankan Pay Television Industry by data gathered from the viewers and the industry Experts. All measures was taken using five point likert scale. For the comparison of the variables averages of indicators were used. To measure the competitive advantages seven competitive dimensions were used. By using perceived satisfaction, quality and value total customer satisfaction was measured.

Further more this study will discuss why the Sri Lankan Pay TV industry did not take off Comparing to the communication sector in Sri Lanka or Pay TV industry in other countries in the region Sri Lankan pay TV industry is very much lagging behind. It would also help to identify the real customer expectations of Pay TV viewers. Operators may identify the areas they should Pay their attention mostly to be competitive in the market while satisfying existing customers and gain more customers through it.